

03292.101780.

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	
	:	Examiner: Raquel Alvarez
JASON EWELL, ET AL	)	
	:	Art Unit: 3622
Application No.: 10/634,518	)	
	:	
Filed: August 4, 2003	)	
	:	
For: SYSTEM AND METHOD FOR	)	
FACILITATING DISTRIBUTION	:	
OF INCENTIVES FROM A	)	
MERCHANT TO A PARENT	:	
	)	January 9, 2007

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56 and in accordance with the practice under 37 C.F.R. §§ 1.97 and 1.98, the Examiner's attention is directed to the documents listed on the enclosed Form PTO-1449. Copies of the listed documents are enclosed.

### CONCLUSION

It is respectfully requested that the above information be considered by the Examiner and that a copy of the enclosed Form PTO-1449 be returned indicating that such information has been considered.

Applicants' undersigned attorney may be reached in our New York office by telephone at (212) 218-2100. All correspondence should continue to be directed to our address given below.

Respectfully submitted,

/Jonathan Berschadsky/  
Jonathan Berschadsky  
Attorney for Applicants  
Registration No.: 46,551

FITZPATRICK, CELLA, HARPER & SCINTO  
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New York, New York 10112-3800  
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FORM PTO 1449 (modified)  U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE  LIST OF REFERENCES CITED BY APPLICANT(S) (Use several sheets if necessary)				ATTY DOCKET NO. <b>03292.101780.</b>		APPLICATION NO. <b>10/634,518</b>	
				APPLICANT <b>JASON EWELL, ET AL</b>			
				FILING DATE <b>AUGUST 4, 2003</b>		GROUP <b>3622</b>	
U.S. PATENT DOCUMENTS							
*EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FOREIGN PATENT DOCUMENTS							
		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION YES/NO/ OR ABSTRACT
OTHER DOCUMENT(S) (Including Author, Title, Date, Pertinent Pages, Etc.)							
		"Core One Credit Union - Discover the Advantage", < <a href="http://coreone.org/2visa.html">http://coreone.org/2visa.html</a> >, Copyright 2001, (Last Visited Oct. 9, 2002).					
		Liam Lahey, "Microsoft Bolsters Rebate Structure", Computer Dealer News (Feb. 8, 2002).					
		Joan Goldwasser, "Best of the Cash-back Cards", Kiplinger's Personal Finance Magazine (Apr. 1999).					
		Gordon Carey, "Multi-tier Copay", Pharmaceutical Executive (Feb. 2000).					
		"New Evidence about Positive Three-Tier Co-pay Performance Presented at Express Scripts 2000 Outcomes Conference", PR Newswire Association, Inc. (June 28, 2000).					
		Eric Schmuckler, "Playing Your Cards Right", Forbes (Dec. 28, 1987).					
		Mary Kuntz, "Credit Cards as Good as Gold", Forbes (Nov. 4, 1985).					
		Judy Nyman, "Free Income Tax Clinics are Opening as April 30 Deadline Draws Nearer", The Toronto Star (Mar. 25, 1986, Final Edition).					
		Michael Obel, "Oil Companies Push Marketing, Cost Cutting to Fortify Earnings", Oil & Gas Journal (Sept. 16, 1985).					
		"The Chase Manhattan Bank Today Announced a Comprehensive Program to Enhance the Value of All its Credit Cards", PR Newswire (Dec. 18, 1986).					
		"Credit Cards Offer Travelers New Benefit", PR Newswire (Aug. 5, 1987).					
		"Shell Introduces Optional Credit Card", The Associated Press (Sept. 3, 1985).					
		"Shell-Oil; Introduces Shell Signature Travel and Entertainment Credit Card", Business Wire (Sep. 3, 1985).					
		"Prestige Credit Cards: Those Pricey Plastics", Changing Times (Apr. 1986).					
		"Shell Introducing Expanded 'Signature' Credit Card", Tulsa Business Chronicle (Sept. 9, 1985).					
EXAMINER				DATE CONSIDERED			

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Sheet 1 of 1